

Strand I

Marketing and Management

MARKETING CONCEPTS

- Examine the roles of marketing and analyze the impact of marketing on the individual, business, and society.
- Determine how external factors influence/dictate marketing decisions.
- Describe the characteristics of a product and stages of product development, including pricing.
- Apply distribution processes and methods to develop distribution plans.
- Demonstrate the four general forms of promotion and determine how each contributes to successful marketing.
- Identify the elements of the consumer marketplace.
- Develop a marketing plan encompassing all of the necessary components.
- Demonstrate an understanding of the principles of E-Commerce.

BUSINESS MANAGEMENT

- Demonstrate knowledge of the functions of management, management theories and how they are implemented.
- Analyze data and utilize forecasting in determining long and short-term management decisions.
- Identify the activities of human resource management.
- Demonstrate knowledge of various organizational structures.
- Demonstrate general management skills.

BUSINESS LAW

- Demonstrate knowledge of the fundamentals of law and research and apply to current events.
- Analyze the relationships among contract law, law of sales, and consumer law.
- Demonstrate knowledge of personal property and real property.
- Demonstrate knowledge of wills and trust in estate planning.
- Demonstrate knowledge of legal terms.
- Describe the components of federal and state court systems.
- Compare and contrast criminal and civil procedures.

ACCOUNTING

- Demonstrate knowledge of the accounting cycle.
- Demonstrate knowledge of the accounting process used for each form of business ownership.
- Prepare, interpret and analyze financial statements using manual and computerized systems for service, merchandising, and manufacturing businesses.

- Apply appropriate accounting principles to payroll, taxation, cost, and managerial systems.

ECONOMICS

- Understand concepts of scarcity, choice, opportunity cost, and personal decision-making.
- Illustrate principles of supply and demand.
- Compare and contrast economic systems.
- Demonstrate knowledge of markets, pricing, and productivity in the U.S. and global economy.
- Identify the role of consumers in the marketplace.

INTERNATIONAL BUSINESS

- Identify international business concepts.
- Research and demonstrate ability to engage in cross cultural business communications.
- Identify elements of international business environment
- Demonstrate knowledge of international, currency and exchange rate.
- Apply knowledge of import/export and balance of trade.

ENTREPRENEURSHIP

- Demonstrate the characteristics of successful entrepreneurship.
- Develop a business plan for an entrepreneurial venture.

Strand 2

Administrative Office Systems

ADVANCED COMPUTER APPLICATIONS (Integration recommended)

- Utilize and integrate advanced computer functions to include: word processing, database, spreadsheet, presentation, desktop publishing, multimedia, and the internet to produce and present projects.

INFORMATION MANAGEMENT

- Develop and maintain records management systems.
- Demonstrate and model an organized, functional work area.
- Gather, interpret, and evaluate information.

COMMUNICATIONS

- Communicate in a clear, courteous, and concise manner on personal and professional levels.
- Apply technology to enhance the effectiveness of communications.
- Develop effective human relations techniques.

ADMINISTRATIVE MANAGEMENT

- Demonstrate an understanding of how social, organizational, and technological systems work. (Workplace Competencies Standard 4)
- Organize an atmosphere which promotes a productive, positive, and healthy work environment.
- Incorporate teamwork techniques in problem solving and project completion.
- Define, develop, and apply a code of ethics in the work environment.
- Use professional terminology and processes appropriate for a particular career cluster. (e.g. legal, medical, banking, etc.)

CAREER OPPORTUNITIES

- Research current or future career options in administrative office systems.
- Develop skills in career planning and workplace readiness. (Montana Standards for Workplace Competencies)

ACCOUNTABILITY

- Tech Prep Articulation
- Portfolio Assessment
- Certifications
 - MOUS
 - COREL (CPU)
 - ADOBE (ACE)

- LOTUS Database (CLS)

Resources

Iowa Business and Technology Standards and Benchmarks

Montana Standards for Career and Vocational/Technical Education (Draft 9/15/2000)

Montana Standards for Technology

Montana Standards for Workplace Competencies

NBEA *National Standards for Business Education*

Strand 3

Information Technologies

MULTIMEDIA DEVELOPMENT

- Demonstrate knowledge and use of graphics software programs to create and edit images.
- Create and edit using digital media.
- Combine multimedia resources with advanced presentation skills.
- Create and maintain an on-line resource.

NETWORK SYSTEMS

- Demonstrate knowledge of the hardware components associated with information systems.
- Analyze and provide technical support needed and administer customer service.
- Research design and implement a LAN.
- Demonstrate knowledge of the basics of network architecture.
- Demonstrate knowledge of a network operating system.

PROGRAMMING & SOFTWARE DEVELOPMENT

- Write and debug a program using programming language.
- Demonstrate knowledge of a database management system.
- Create and edit structures and forms using database software.
- Plan, develop and modify relational databases.
- Administer and control relational databases.

COMPUTER MAINTENANCE AND MANAGEMENT

- Demonstrate knowledge of information technology hardware and software basics.
- Demonstrate knowledge of system installation and maintenance, including software upgrades, patches, and fixes.
- Perform system maintenance and evaluate problem-solving processes.

ACCOUNTABILITY

- Tech Prep Articulation
- Certifications
 - Microsoft
 - Novell
 - CISCO
 - A+
 - (And/or other nationally recognized certifications for hardware or software)